

## **VIRGINIA**

§ 3.1-949.1. (Repealed effective October 1, 2008) Pricing of retail merchandise.

A. In a point-of-sale system the selling price of a consumer item displayed or offered for sale at retail shall be clearly and conspicuously indicated in Arabic numerals, so as to be readable and understandable by visual inspection, and shall be stamped upon or affixed to the consumer item or posted at or adjacent to the display.

The provisions of this section shall not apply to (i) greeting cards sold individually which have a code price, readable and understandable by visual inspection, on the back of the card or (ii) merchandise ordered as a gift by a consumer which is sent by mail or other delivery service to a person other than the consumer by the retailer at the request of the consumer.

B. Any person who knowingly violates the provisions of this section shall, upon conviction, be guilty of a Class 4 misdemeanor.

(1991, c. 605; 1993, c. 604.)